

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----043272 132026Z /70

R 131709Z JUN 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9357
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMCONSUL MUNICH
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 10868

FRANKFURT ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FY 79 FBP SHOW: NAVA '79: NATIONAL AUDIO-VISUAL
CONVENTION SHOW AND EXHIBIT, NEW ORLEANS JANUARY 10-15,
1979

REF: (A) BONN 06976, (B) USDOC 10746 (NOTAL)

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1. SUMMARY: EMBASSY HAS MADE PROGRESS IN ORGANIZING
GROUP TRIP BY GERMAN BUYERS TO NAVA CONVENTION.
ACTION REQUESTED: PLEASE SEND 2,000 MULTILINGUAL
BROCHURES BY REGISTERED APO (MARKED SAM) TO EMBASSY
AND 20 COPIES EACH TO POSTS IN BERLIN, BREMEN,
DUSSELDORF, FRANKFURT, HAMBURG, MUNICH AND STUTTGART.
END SUMMARY.

2. REF A GAVE STATUS OF EMBASSY'S QUARTERBACKING EFFORTS IN RE NAVA CONVENTION AS OF APRIL 14. SINCE THAT TIME EMBASSY PROBING HAS DETECTED CONSIDERABLE BUT NOT OVERWHELMING GERMAN INTEREST IN NAVA. PREVIOUS ATTENDEES FROM GERMANY FOUND LAST NAVA WELL ORGANIZED AND WITH GOOD PAPERS. THERE IS SOME FEELING THAT NAVA, TO GERMANS AT LEAST, WOULD BE MAINLY IMPORTANT AS SOURCE OF CONTACTS FOR JOINT VENTURE MANUFACTURING OPERATIONS IN USA AND FOR EXCHANGE OF LICENSES. WAS ALSO SOME FEELING THAT US STATE OF ART IN REGARD OPTICS WAS NOT ALWAYS UP TO GERMAN STANDARDS. ONE VISITOR URGED AMERICAN EXHIBITORS TO BE PREPARED TO DO MORE THAN PRAISE LOW PRICES OF THEIR PRODUCTS AND BE IN POSITION TO GIVE CONVINCING DEMONSTRATION OF THEIR PRODUCT'S TECHNICAL SUPERIORITY. SOME BUYERS WERE SURPRISED THAT LAST NAVA DID NOT HAVE MORE EXHIBITORS (NAVA WAS SAID TO BE FOUR TIMES SMALLER THAN GERMAN DIDACTA FAIR). BUT ALL WHO ATTENDED LAST NAVA INTEND RETURN.

3. WE DO NOT YET HAVE COMPLETE TRAVEL PACKAGE TO NAVA BUT WE HAVE ALL ELEMENTS EXCEPT TRAVEL AGENT AND FINAL PRICE. WE HAVE BEEN WORKING WITH LEX HOTEL CHAIN OF UK (OWNER OF ROYAL ORLEANS AND OTHER US HOTELS) TO PUT TOGETHER PACKAGE WHICH IS NOW BEING UNCLASSIFIED

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REVIEWED BY AMERICAN EXPRESS OF DUSSELDORF, HAPAG-LLOYD STUDIENREISEN OF FRANKFURT, VOSSREISEN OF FRANKFURT AND OTHERS. PACKAGE PROPOSED BY LEX COSTS \$1200 (SINGLE ROOM OCCUPANCY) AND IS BASED UPON DEPARTURE TUESDAY JANUARY 9, 1979 FROM FRANKFURT, JANUARY 10-15 IN NEW ORLEANS, JANUARY 16-17 AT BOCA

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RATON CLUB FLORIDA AND RETURN JANUARY 18 TO FRANKFURT.
ALL AIR TRAVEL IS TO BE BY NATIONAL AIRLINES. IN
NEW ORLEANS PACKET INCLUDES CHOICE OF EITHER BREAKFAST
AT BRENNANS OR LUNCH AT COMMANDERS PALACE PLUS
DINNER AT ROYAL ORLEANS HOTEL, AS WELL AS TWO HOUR
STEAMBOAT CRUISE ON MISSISSIPPI (LEX HAS ALSO PROPOSED
EIGHT DAY AND TEN DAY VARIATIONS OF THE ABOVE). PRICE
DOES NOT INCLUDE TRAVEL AGENT'S ADD-ON BUT DOES
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INCLUDE TRAVEL AND LODGING FOR ONE MISSION ESCORT.
LEX HOPES TO REACH AGREEMENT WITH A TRAVEL AGENT BY
JUNE 20, 1978.

4. IF POSTS IN GERMANY KNOW OF ANY OTHER TRAVEL
AGENTS WHICH HAVE GOOD BACKSTOPPING CAPACITY IN USA
AND WOULD LIKE NEGOTIATE PACKAGE WITH LEX, PLEASE
INFORM EMBASSY. OTHERWISE WE DO NOT INTEND TO SEND
POSTS FORMAL GAME PLAN UNTIL TRAVEL PACKAGE IS
COMPLETE.

5. OTHER ACTION REQUESTED: (A) USDOC, PLEASE SEND 2,000
MULTILINGUAL BROCHURES TO EMBASSY, SEND 20 COPIES TO

EACH OF FOLLOWING POSTS IN GERMANY: BERLIN, BREMEN,
DUSSELDORF, FRANKFURT, HAMBURG, MUNICH AND STUTTGART.
POSTS WHICH NEED MORE COPIES CAN GET THEM FROM EMBASSY.
(B) USDOC PLEASE GIVE COPY OF THIS CABLE TO SHOW
ORGANIZERS.
STOESSEL

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Message Attributes

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